

# Men of Khaki—

you who are just changing back to civilian life!—Men of Khaki, you have learned many things in the uniform and from the uniform. You are more particular men—and will be.



The uniform of an army has always been a something next in glory to the flag of the army—but there can be a great gap between the thing that stands first and the thing that stands second. General Pershing closed the gap.

Uniforms have been built on lines of utility, poetized—and a study of uniforms in picture shows some weird poetizing.

## General Pershing Demanded Upstanding Clothes for His Upstanding Army

One of his last urgent demands was to improve some point in the uniform.

You who have been wearing the uniform will not now accept the averaging clothing—cut with a circular saw, you'd think, and seamstered and pressed into something approaching "clothes," but, at heart, rather something for sellers to make money on!

Men of the Khaki, look!

### These Gimbel Clothes Are Upstanding

We pay for the wit and skill and time to produce such clothes. It narrows our profits, but it has doubled our business.

Look at this sleeve!—not two cuts of cloth merely, but two pieces independently cut to form a rounded, shaped covering for the arm. The shoulder!—that's different. The back of the coat. And the trousers.



Guess how we trace the development of this business.

It's by the "etiquette"—the name label sewed in every coat. A man comes to buy clothes—throws off his coat, and there is displayed the name of the clothier who sold it. Our men, in sheer pride, keep tally. We are drawing trade from everywhere. Then, an observant salesman comes in from lunch and reports that "so-and-so" has a coat like one of ours in his window. We buy one—nearly always to find that it is a seamstered and pressed coat that may "look" all right in a window, but in the wear would soon be a dowdy rag.

### "Kuppenheimer" and "Society Brand" Clothes

—many of the styles exclusively ours—though the Kuppenheimer and Society Brand system of making.

Other specializers, too—until in all—

### Gimbels Lead Philadelphia in Clothing

The man who has always thought that clothes don't matter much wakes up when he has once worn Pershing-inspired uniform or Gimbel clothes.

"Society Brand" and "Kuppenheimer" clothing designers have done wonders along the upstanding line in clothing. "Wooden" styles are taboo with men who care.

Overcoats, \$23.50, \$30, \$35 and up to \$85.

Suits, \$30, \$35, \$40 and up to \$60.

Gibson & Lumgair English Ulster-Overcoat fabric, plaid back; the garments big and roomy and weather-defiant. Irish frieze, O'Brien's Irish duffle-fleece—warmth without weight; Atkinson's, Ogden boucle, Aberdowns—some satin-lined to waist. Garments in this group \$40 to \$85.

Worumbo, Whitney-finish, plaid back, "lofty" fabric but not clumsy; heavy overcoats; double-breasted ulsters; Hockanum, beaver, vicuna and Melton Overcoats, full satin-lined. This group \$40 to \$85.

Crombie (Scotch) Montagnac Overcoats, luxurious, \$75 and \$85.

Black and Oxford vicuna-finish Melton Overcoats, full satin-lined, \$35.

Baltic frieze double-breasted Ulsters, worsted-lined and interlined, \$35.

Patrick Drivers' Ulsters, extra serviceable and warm, impervious to wind and water, \$30.

Town Ulsters, brown, gray and heather mixtures; quarter silk-lined—some have the new five-seam grenadier-back and waist-seam skirt models; \$30 and \$35.

A big line of—

Men's and Young Men's Overcoats and Suits at \$23.50.

Suits and Overcoats from our other suppliers, \$23.50 to \$40.

Patrick Mackinaw Sports Coats—greater than the weather—\$15 and \$20.

Hungerford system Trousers—fit with comfort, \$4.85 to \$10.

—Gimbels, Second floor.

## Boys' Clothes as Well—Leadership!

Overcoats for boys of 12 to 18 years—\$12.50, \$15, \$17.50, \$20, \$22.50, \$25—up to \$35.

After twenty years Philadelphia leadership in boys' clothing our business now is pretty nearly doubling last year's. That tells the story!

Boys' Patrick Mackinaws, wind- and waterproof; \$10, \$12.50, \$15 and \$17.50.

Boys' Overcoats, for ages 3 to 12 years, \$8.75 to \$17.50.

Boys' Norfolk Suits, for ages 6 to 18—\$10, \$11, \$12.50 and \$15—these with extra pair of full-lined knickerbockers.

—Gimbels, Third floor.

**GIMBEL BROTHERS : Market : Chestnut : Eighth and Ninth**